

Message Text

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12

ACTION EUR-06

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FM AMEMBASSY ANKARA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3988

AMCONSUL ADANA

AMCONSUL ISTANBUL

AMCONSUL IZMIR

UNCLAS ANKARA 3499

EO 11652 N/A

TAGS: BEXP

SUBJECT: WTDR - SESA TRADE CO

REF: USDOC 6291

1. ADDRESS: SUMER SOKAK 21/2, KIZILAY, ANKARA. CABLE: SESAMLAR, ANKARA. PHONE: 175749. OFFICERS: TEMIR OZBAYOGLU, MANAGER, MEDICAL PRODUCTS DEPARTMENT; NIYAZI EROZ, MANAGER, NUCLEAR PRODUCTS LINE.

2. MEDIUM SIZE FIRM ESTABLISHED NOVEMBER 1973. REGISTERED UNDER IBRAHIM ERDOGAN AS SOLE PROPRIETOR, BUT COMPANY UNOFFICIALLY OWNED AND OPERATED BY THREE PARTNERS - IBRAHIM ERDOGAN, PHYSICIST, NIYAZI EROZ, ELECTRICAL ENGINEER, AND TEMIR OZBAYOGLU, ELECTRICAL ENGINEER. EMPLOYS 2 PLUS 3 ON SPECIAL ARRANGEMENT BASIS, 5. SALES INCLUDING THREE PARTNERS. ACTS AS AGENT OF RADIO ISOTOPE COUNTING INSTRUMENTS, GAS CHROMATOGRAPHY, PACEMAKERS, ANALYTICAL DRYERS AND PHARMACEUTICAL FILLING EQUIPMENT, TEST SETS AND REATENTS, MEDICAL DATA SYSTEMS, PARTICLE AND PHOTON DETECTION SYSTEMS, MEDICAL AND NUCLEAR ELECTRONICS. ALSO IMPORTS ON OWN ACCOUNT IN SMALL SCALE. PROVIDES SALES AND SERVICE IN ANKARA, ISTANBUL, IZMIR AREAS.

3. FINANCIAL REFERENCE: TURK DIS TICARET BANKASI A.S., ANKARA SUBESI, IZMIR CADDESI, ANKARA. TRADE REFERENCE: PACKARD INSTRUMENT UNCLASSIFIED

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CO., INC. 2200 WARRENVILLE STREET, CHICAGO, ILL.

4. MAJOR FOREIGN FIRMS REPRESENTED: PACKARD INSTRUMENT CO., INC.
2200 WARRENVILLE STREET, CHICAGO, ILL., RADIO ISOTOPE COUNTING
INSTRUMENTS AND GAS CHROMATOGRAPHY AGENCY IN 1974;
THE RADIOCHEMICAL CENTRE LTD., AMERSHAM, ENGLAND, WHITE LION
RD., BUCKINGHAMSHIRE HP 7 9LL, ENGLAND, RADIO ISOTOPES,
RADIPPHARMACEUTICALS, AGENCY IN 1974; SUPELCO INC., SUPELCO
PARK, BELLEFONTE, PA. 16823, CHROMATOGRAPHY ACCESORIES AND
SUPPLIES, AGENCY IN 1974; MILLARD INSTRUMENTS INC., P.O. BOX 1827,
HOUSTON, TEXAS 77023, CATHETER TRANSDUCERS, AGENCY IN 1974;
DEVICES INSTRUEMENTS LTD., 4 MARKET PLACE, HERTFORD, ENGLAND,
PACEMAKERS, AGENCY IN 1974; SOLEA-TACUSSEL LTD., RUE D'ALSACE, 69-
VILLEURBANNE, FRANCE, ANALYTICAL INSTRUMENTS FOR ELECTRO-CHEMISTRY,
RESEARCH AND INDUSTRY.

5. RELATIVELY NEW COMPANY ACTIVELY OPERATED BY TWO ELECTRIC/ELECTRONIC

ENGINEERS AND ONE PHYSICIST GRADUATED FROM THE MIDDLE EAST
TECHNICAL UNIVERSITY IN ANKARA.

MANAGERS AND KEY PERSONNEL HAVE EXPERIENCE AND TRAINING IN
NUCLEAR, MEDICAL AND LABORATORY INSTRUMENTS. THEY HAVE ACTIVELY
BEEN IN SERVICE AND SALES FIELD PRIOR TO ESTABLISHING THE SESA CO.
FIRM OFFICIALS' TRAINING ABROAD INCLUDED BIOPHYSICAL INSTRUMENTS,
SPECTROPHOTOMETER, GAS CHROMATOGRAPHY, MULTI CHANNEL ANALYZERS,
DATA SYSTEMS, ENCEPHALOGRAPHS AND MONITORS DURING THEIR EMPLOYMENT
BY AN ANKARA FIRM DEALING IN THE SAME FIELDS. SESA PLANS TO
EXPAND ITS ACTIVITIES AND COMPANY OFFICIALS HAVE GOOD
INFORMATION ON TURKISH MARKT POTENTIALITY. SEVERAL FIRMS
HAVE EXPRESSED THEIR APPRECIATION FOR SESA'S "VIGOROUS" AND
"ENTHUSIASTIC" WAY OF HANDLING THEIR PRODUCTS AND FOR THE FIRM'S
SPPEDEY, FRANK AND OPEN APPROACH IN BUSINESS MATTERS.
RECOMMENDED.

6. DATE OF INFORMATION: 05/74
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